## CONTRACT



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And:

MESSAGE AND MEDIA 100 ALBANY STREET NEW BRUNSWICK, NJ 08901

	Contract / Re	vision		Alt Order 7	<del>7</del>	
	342866	/				
Product						
Political						
Contract Dates	Estimate #					
10/23/12 - 11/01/12						
Advertiser			Or	iginal Date	/ Revision	
MENENDEZ FOR SENAT	E		1	0/18/12	/ 10/29/12	
	Billing Cycle	Billing	Cal	endar	Cash/Trade	
	EOM/EOC	Broado	Broadcast Account Executive		Cash	
	Station	Accou			Sales Office	
	WCAU	Aaron Zeligs		gson	Philadelphia N	
	Special Hand	ling			•	
	Demographic	:				

Advertiser Code

Advertiser Ref

16339

Product Code

Spots/

RA35+

IDB#

42907

Agency Ref

\*Line Ch Start Date End Date Description Start/End Time Length Week Type Spots Days Rate Amount 5A-6A M-F NBC10 NEWS 5A5A-6A M-F 10/29/12 :30 NM \$1,375,00 Start Date Weekdays **End Date** Spots/Week Rate Week: 10/22/12 10/28/12 - TWTF- -6 \$200.00 Week: 10/29/12 11/04/12 M- - - - -\$175.00 1 WCAU 10/23/12 6A-7A M-F 6A-7A M-F NM 10/29/12 :30 \$4,200.00 LUR Start Date **End Date** Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 - TWTF- -\$600.00 6 Week: 10/29/12 \$600.00 11/04/12 M- - - - -WCAU 10/23/12 10/29/12 7A-9A TODAY SHOW 7A-9A M-F 3 :30 NM \$10,500.00 CDR Start Date **End Date** Weekdays Spots/Week Rate Week: 10/22/12 - TWTF- -\$1,500.00 10/28/12 6 Week: 10/29/12 11/04/12 M- - - - -\$1,500.00 4 WCAU 10/23/12 10/29/12 9A-10A TODAY SHOW 2 9A-10A M-F .30 NM 5 \$1,375.00 LUR Spots/Week Start Date End Date Weekdays Rate Week: 10/22/12 10/28/12 - TWTF- -\$275.00 4 Week: 10/29/12 11/04/12 \$275.00 WCAU 10/23/12 10/26/12 3P-4P M-F ELLEN 3P-4P M-F \$3,000.00 :30 NM CDR Weekdays Spots/Week Start Date **End Date** Rate 10/22/12 10/28/12 - TWTF-\$750.00 WCAU 10/29/12 10/29/12 3P-4P M-F ELLEN 3P-4P M-F :30 NM \$500.00 LUR

(\* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

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Contract Agreement Between: Print Date 11/12/12 Page 2 of 4



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WWW.bopimedorphie.com	MENENDEZ FOR SENATI	10/18/12 / 1	0/29/12
	Spots/		
*Line Ch Start Date End Date Description Start/En	d Time Days Length Week Rate	Type Spots	Amount
Start Date         End Date         Weekdays         Spots/Week         Rate           Week:         10/29/12         11/04/12         M         1         \$500.	ate 00		
N 7 WCAU 10/23/12 10/26/12 4P-5P NBC10 NEWS 4-5P M-F	:30	NM 4	\$2,600.00
CDR Start Date End Date Weekdays Spots/Week Ra	ate		
Week: 10/22/12 10/28/12 -TWTF 4 \$650.			
N 8 WCAU 10/29/12 10/29/12 4P-5P NBC10 NEWS 4-5P M-F	:30	NM 1	\$400.00
LUR Start Date End Date Weekdays Spots/Week Ra	ate		
Week: 10/29/12 11/04/12 M 1 \$400.			
N 9 WCAU 10/23/12 10/26/12 5-6P NBC10 NEWS @ 5 M-F5-6P M-F	:30	NM 4	\$3,400.00
CDR Start Date End Date Weekdays Spots/Week Ra	ate		
Week: 10/22/12 10/28/12 -TWTF 4 \$850.			
N 10 WCAU 10/29/12 10/29/12 5-6P NBC10 NEWS @ 5 M-F5-6P M-F	:30	NM 1	\$500.00
LUR Start Date End Date Weekdays Spots/Week Ra	ate		
Week: 10/29/12 11/04/12 M 1 \$500.			
N 11 WCAU 10/23/12 10/26/12 6P-630P NBC10 NEWS 6P-630P	M-F :30	NM 4	\$4,600.00
CDR Start Date	ate		
Week: 10/22/12 10/28/12 - TWTF 4 \$1,150.	00		
Spot         Ch         Date Range         Description         Start/En           1         WCAU         10/22/12-10/28/12         6P-630P NBC10 NEWS         6P-630P		<u>Type</u> <i>NM</i>	
See MG 11.5	100 Tanini 100 Q1,100.00	74147	
DNA-SEVERE WX COVERAGE 5 WCAU 11/01/12-11/01/12 6P-630P NBC10 NEWS 6P-630P	PM-F Th :30 \$1,150.00	NM	
® MG for 11.1 10/26	W-1 11150 \$1,150.00	NIVI	
N 12 WCAU 10/29/12 10/29/12 6P-630P NBC10 NEWS 6P-630P	M-F :30	NM 1	\$800.00
LUR Start Date End Date Weekdays Spots/Week Ra	ate		
Week: 10/29/12 11/04/12 W 1 \$800.			
N 13 WCAU 10/27/12 10/28/12 6P-630P NEWS SAT 6P-630P	:30	NM 1	\$850.00
CDR Start Data Ford Data Washington Spatia/Wash	nto.		
Start Date         End Date         Weekdays         Spots/Week         Ra           Week: 10/22/12         10/28/12        S-         1         \$850.	<u>ate</u> 00		
N 14 WCAU 10/23/12 10/28/12 630-7p Nightly News 630-7p	:30	NM 1	\$1,200.00
LUR Start Data Ford Data Washdays Spate/Week Pr	nto.		
Start Date         End Date         Weekdays         Spots/Week         Rate           Week: 10/22/12         10/28/12         - TWTFSS         1         \$1,200.	ate 00		
N 15 WCAU 10/23/12 10/29/12 730P-8P M-F 730P-8P	M-F :30	NM 5	\$4,000.00
LUR Start Date End Date Weekdays Spots/Week Ra	nto.		
Start Date         End Date         Weekdays         Spots/Week         R:           Week:         10/22/12         10/28/12         - TWTF         4         \$775.	ate 00	İ	

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FOR NBCE CONTRACTS:

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Contract Agreement Between: Print Date 11/12/12 Page 3 of 4



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	Contract / Revision 342866 /	Alt Order #
Contract Dates 10/23/12 - 11/01/12	Product Political	Estimate #
Advertiser MENENDEZ FOR SENATI		Driginal Date / Revision 10/18/12 / 10/29/12

		Spot	s/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Wee	k Rate	Type Spots	Amount
Start Date         End Date         Weekdays         Spots/Week           4         WCAU 10/22/12-10/28/12         730P-8P M-F           See MG 15.6         See MG 15.6	Rate Start/End Time 730P-8P M-F	Weekdays Length - TuWThF :30	<u>Rate</u> <del>\$775.00</del>	Type <i>NM</i>	
PREEMPT-PROGRAM CHANGE 6 WCAU 10/22/12-10/28/12 5A-5A ALL DAY STORM C  ☑ MG for 15.4 10/26	O\5A-5A	MTuWThFSaSı :30	\$775.00	NM	
Week: 10/29/12 11/04/12 M 1	\$900.00				
N 16 WCAU 10/23/12 10/26/12 11-1135P M-F LATE NEWS	11P-1135P	:30		NM 3	\$7,200.00
CDR         Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12         - TWTF         3	Rate \$2,400.00				
<u>Spot Ch</u> <u>Date Range</u> <u>Description</u> 1 WCAU 10/22/12-10/28/12 11-1135P M-F LATE NEWS  See MG 16.4	Start/End Time 11P-1135P	Weekdays Length - TuWThF :30	Rate \$2,400.00	Type NM	
PREEMPT  4 WCAU 10/29/12-10/29/12 11-1135P M-F LATE NEWS	S 11P-1135P	M:30	\$2,400.00	NM	
N 17 WCAU 10/23/12 10/26/12 TONIGHT SHOW W/JAY LE	El1135P-107A	:30		NM 4	\$3,000.00
CDR	Data				
Start DateEnd DateWeekdaysSpots/WeekWeek: 10/22/1210/28/12- TWTF4	<u>Rate</u> \$750.00				
N 18 WCAU 10/29/12 10/29/12 TONIGHT SHOW W/JAY LE	El1135P-107A	:30		NM 1	\$550.00
LUR         Start Date         End Date         Weekdays         Spots/Week           Week:         10/29/12         11/04/12         M         1	<u>Rate</u> \$550.00				
N 19 WCAU 10/29/12 10/29/12 8-10P MO THE VOICE	8P-10P	:30		NM 1	\$6,000.00
LUR	Data				
Start Date         End Date         Weekdays         Spots/Week           Week: 10/29/12         11/04/12         M         1	Rate \$6,000.00				
<u>Spot Ch</u> <u>Date Range</u> <u>Description</u> 1 WCAU 10/29/12-11/04/12 8-10P MO THE VOICE	Start/End Time 8P-10P	Weekdays Length M: :30	<u>Rate</u>	Type NM	
See MG 19.2	0F-10F	M	Ψο,σσσ.σσ	TVIVI	
PREEMPT-PROGRAM CHANGE 2 WCAU 10/29/12-11/04/12 5A-5A ALL DAY STORM C	O\54-54	MTuWThFSaSı :30	\$6,000.00	NM	
⊕ MG for 19.1 10/29	0.04.04	mruwrin Sast .50	ψ0,000.00	INVI	
N 20 WCAU 10/27/12 10/27/12 6A-7A SATURDAY	6A-7A SA	:30		NM 1	\$250.00
LUR         Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12        S-         1	<u>Rate</u> \$250.00				
N 21 WCAU 10/27/12 10/27/12 7A-9A SATURDAY	7A-9A SA	:30		NM 1	\$550.00
LUR         Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12        S-         1	<u>Rate</u> \$550.00				
N 22 WCAU 10/27/12 10/27/12 9-10A SA 10! SHOW CDR	9A-10A	:30		NM 1	\$650.00

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Contract Agreement Between: Print Date 11/12/12 Page 4 of 4



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	Contract / Revision 342866 /	Alt Order #
Contract Dates 10/23/12 - 11/01/12	Product Political	Estimate #
Advertiser MENENDEZ FOR SENATE		Original Date / Revision 10/18/12 / 10/29/12

		Spo			_	
*Line Ch Start Date End Date Description	Start/End Time	Days Length We	ek Rate	TypeS	Spots	Amount
Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12        S-         1	Rate \$650.00					
N 23 WCAU 10/28/12 10/28/12 6A-8A SUNDAY LUR	6A-8A SU	:30		NM	2	\$350.00
Week: Start Date Weekdays University 10/22/12 End Date Weekdays Spots/Week 2	<u>Rate</u> \$175.00					
N 24 WCAU 10/28/12 10/28/12 8-10A SUNDAY CDR	758A-956A SUNDA	:30		NM	1	\$525.00
Week: 10/22/12 End Date Weekdays Spots/Week 10/22/12 10/28/12 Spots/Week	<u>Rate</u> \$525.00					
N 25 WCAU 10/28/12 10/28/12 1130A-12P SUN @ ISSUE	1130A-12P	:30		NM	1	\$100.00
LUR         Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12        S         1	<u>Rate</u> \$100.00					
N 26 WCAU 10/28/12 10/28/12 10A-1030A SUN CHRIS M	TT10A-1030A SU	:30		NM	1	\$1,000.00
LUR         Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12        S         1	<u>Rate</u> \$1,000.00					
N 27 WCAU 10/27/12 10/27/12 930-10A SA OPEN HOUSE	930A-10A	:30		NM	1	\$225.00
CDR Start Date Week: 10/22/12  Spots/Week  Weekdays Find Date 10/28/12  Weekdays Find Date 10/28/12	<u>Rate</u> \$225.00					
Spot         Ch         Date Range         Description           1         WCAU         10/22/12-10/28/12         930-10A SA OPEN HOUS	Start/End Time 930A-10A	Weekdays Length	<u>Rate</u> <del>\$225.00</del>	Type NM		
See MG 27.2 PREEMPT-PROGRAM CHANGE						
2 WCAU 10/22/12-10/28/12 10-1030A GEO TO RESCU ₩ MG for 27.1 10/27	JE 10A-1030A	Sa :30	\$225.00	NM		
		T	otals		71	\$59,700.00

Time Period # of Spots **Gross Amount** Net Amount 10/01/12 -10/28/12 \$37,357.50 58 \$43,950.00 10/29/12 -11/01/12 13 \$13,387.50 \$15,750.00 71 \$50,745.00 Totals \$59,700.00

Signature:	Date:	

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